

119. A method of killing a pancreatic tumor cell in a subject, the method comprising:
- a) administering to a subject a nucleic acid comprising a vector with an insulin promoter having SEQ ID NO:1 operatively coupled to a cytotoxic gene, wherein the cytotoxic gene is thereby expressed in a pancreatic tumor cell that does not express insulin,
 - b) administering a prodrug to said subject, wherein the prodrug is converted to a cytotoxic compound by the action of the protein encoded by said cytotoxic gene and thereby killing the pancreatic tumor cell that does not express insulin.
120. The method of claim 119, where the cytotoxic gene is the thymidine kinase gene.
121. The method of claim 119, where the cytotoxic gene is the thymidine kinase gene and the prodrug is acyclovir, ganciclovir, FIAU or 6-methoxypurine arabinoside.
122. The method of claim 121, wherein the administration is systemic.
123. The method of claim 121, wherein the administration is by direct administration at the site of the pancreatic tumor cell.
124. A method of treating pancreatic tumor cells in a subject, the method comprising:
- a) administering to a subject a nucleic acid comprising a vector with an insulin promoter having SEQ ID NO:1 operatively coupled to a cytotoxic gene, wherein the cytotoxic gene is thereby expressed in a PDX-1 positive pancreatic tumor cell,
 - b) administering a prodrug to said subject, wherein the prodrug is converted to a cytotoxic compound by the action of the protein encoded by said cytotoxic gene and thereby killing the PDX-1 positive pancreatic tumor cell.
125. The method of claim 123, where the cytotoxic gene is the thymidine kinase gene.
126. The method of claim 123, where the cytotoxic gene is the thymidine kinase gene and the prodrug is acyclovir, ganciclovir, FIAU or 6-methoxypurine arabinoside.

127. A method of killing a pancreatic tumor cell in a subject, the method comprising:

- a) administering to a subject a nucleic acid comprising a vector with an insulin promoter having SEQ ID NO:1 operatively coupled to a cytotoxic gene, wherein the cytotoxic gene is thereby expressed in a pancreatic tumor cell,
- b) administering a prodrug to said subject, wherein the prodrug is converted to a cytotoxic compound by the action of the protein encoded by said cytotoxic gene and thereby killing the pancreatic tumor cell.

128. The method of claim 127, where the cytotoxic gene is the thymidine kinase gene.

129. The method of claim 127, where the cytotoxic gene is the thymidine kinase gene and the prodrug is acyclovir, ganciclovir, FIAU or 6-methoxypurine arabinoside.

130. The method of claim 129, wherein the administration is systemic.

131. The method of claim 129, wherein the administration is by direct administration at the site of the pancreatic tumor cell.